

The Evolution of Presence



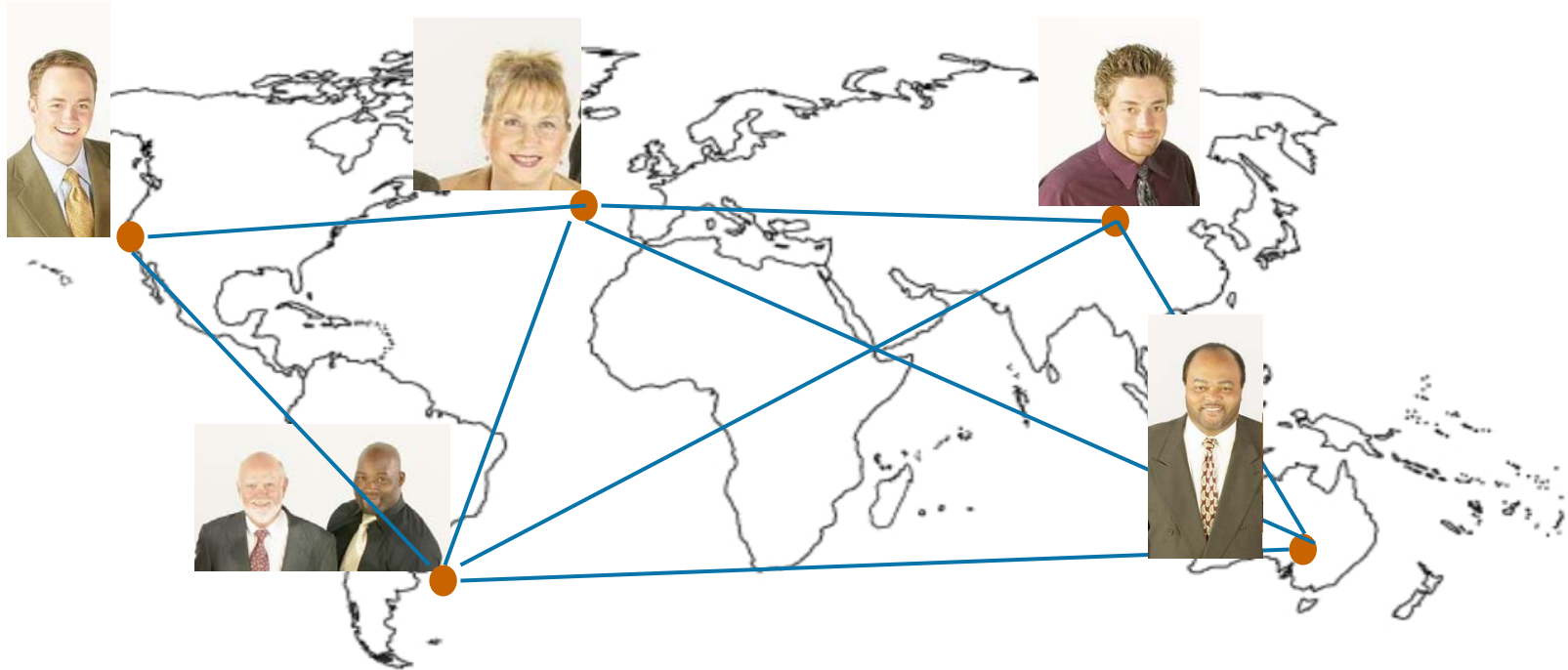
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The Old Days



Today: Paradigm Shift...



...affecting countries, companies, communities, and individuals



Work anywhere

Complex business ecosystems



Rapid decision-making

**Distributed teams
Global collaboration**



**Always accessible/
Always on**



**Always open
Heightened customer expectations**

Technology is an enabler and a competitive advantage

How Do We Leverage the Value?

“ The important dividing line won't be between those who deploy it and those who do not ... it will be between those who see VoIP as just a new way to do the same old things and **those who use it to rethink their entire business.** ”

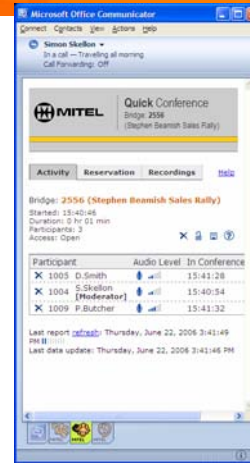
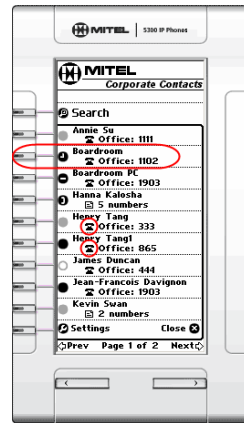
Source: Harvard Business Review – Sept '05



Value = Business Process Improvements

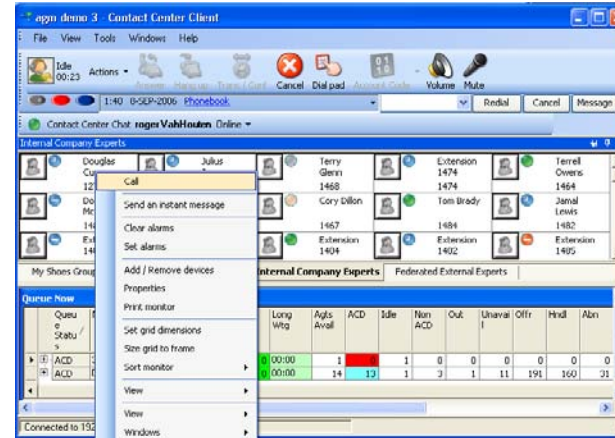
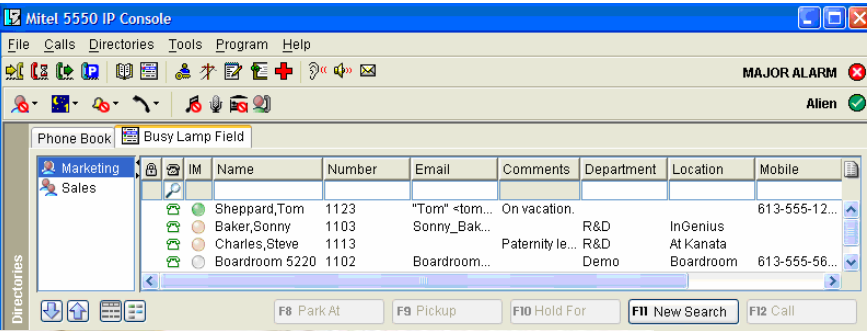
Costs

- Drive immediate value by reducing costs
- Create long-term, sustainable value by improving business processes



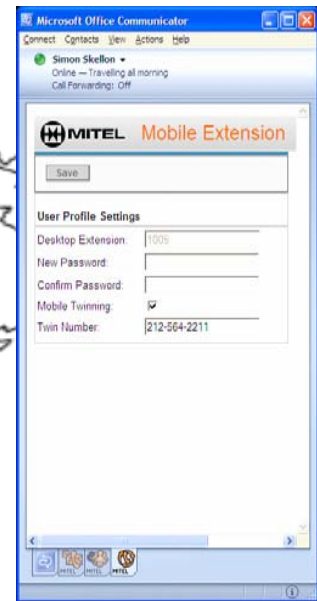
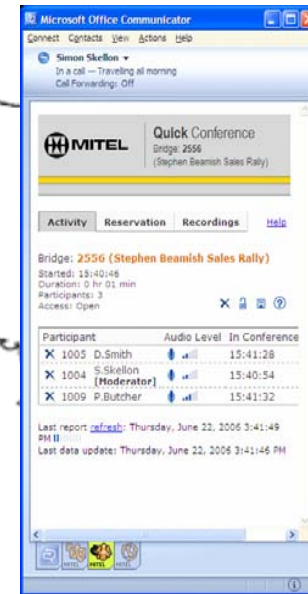
Business Process Improvement

(BPI)



Legal Firm: Litigation Team – Client Emergency

Teams are now highly distributed

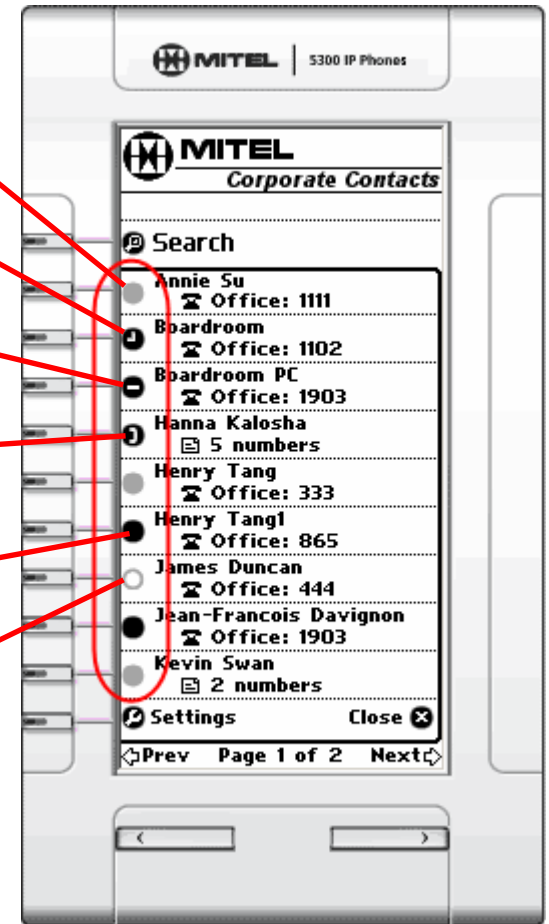


Instantaneous response to client emergency as though everyone were in one location!

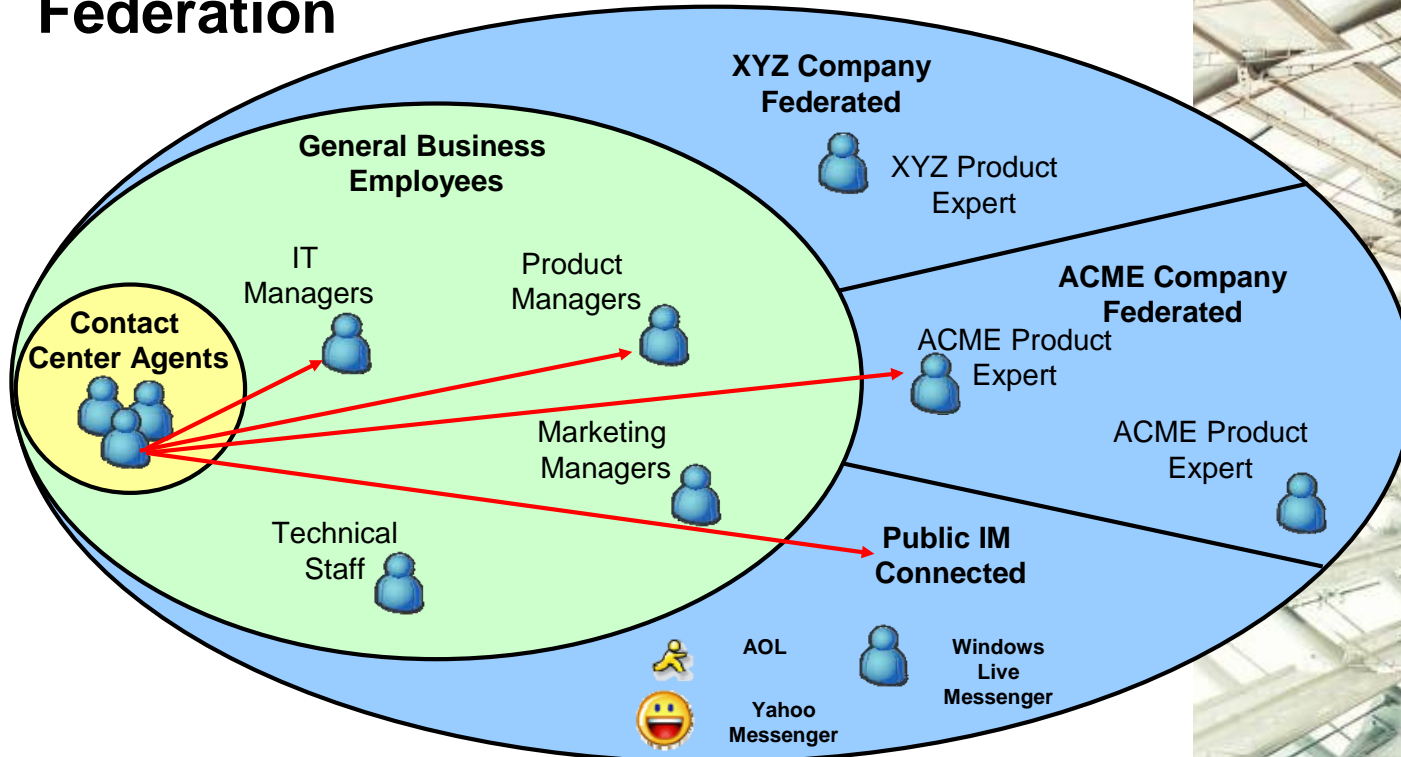
Phone Directory / Presence Application

→ Presence state is displayed for all Corporate Contacts.

Offline
Away
Busy
On the phone
Online
Unknown



Extending Through the Power of Federation



Use the collective knowledge of the company to increase process presence: all employees improve customer value by leveraging the ideas, knowledge and competencies of an extended enterprise

**Presence:
Operating like everyone was in the
same location**

